Express
Brand Guidelines
Typography

Söhne is the primary typeface used for the AASHTO program logo lockups.
The color palette is a key differentiator of the AASHTO program logo lockups.
Standard Logos

Below are the standard logo lockups for AASHTO. Each mark is made with their respective brand color.
Logo Usage

The mark must have a minimum safe area based on the graphics shown on the next slide. No elements should break this area.
Logo Color Usage

In application, the various logo lockups can be used in their assigned color on a white background. When the logo is applied on a color background, it should be presented in white or black.
Improper Usage

A few rules are necessary for maintaining the integrity of the brand. Here are a few examples of ways to NOT use the logo.
**IMPROPER USAGE**

- Don’t rotate the logo
- Don’t resize any part of the logo
- Don’t add any effects to the logo
- Don’t skew the logo
- Don’t alter or rearrange any part of the logo
- Don’t alter the color of the logo
- Don’t place elements in the logo clear space
- Don’t remove any part of the logo
- Don’t contain the logo when using imagery or colored backgrounds